



# COUNTY OF SAN DIEGO MEDIA ADVISORY

FOR IMMEDIATE RELEASE

August 16, 2011

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## **PREVENTING A CHILD'S 'SILENT DEATH' ONLY AN ARMS-LENGTH AWAY** ***Summer's Almost Over but Home Drowning Risks Persist***

**WHAT:** Every year an unfortunate number of San Diego County children die of accidental drowning. The locations vary from backyard pools to big bodies of water to bathtubs. In nearly every incident, there is a lapse of adult supervision or lack of proper barriers are in place.

Carol and Greg Norman will share the tragic story of their 5-year-old son Nicholas, who drowned last summer in a neighbor's swimming pool.

**WHO:** Chairman Bill Horn, San Diego County Board of Supervisors  
Nick Macchione, Director, San Diego County Health and Human Services Agency  
Sue Cox, Director, Trauma Services, Rady Children's Hospital  
Carol and Greg Norman, parents of a 5-year-old drowning victim

**WHEN:** Wednesday, August 17, 2011  
10:00 a.m.

**WHERE:** North Lawn  
County Administration Center  
1600 Pacific Highway  
San Diego, CA 92101

**WHY:** With Labor Day weekend approaching, it's important to remind adults of the need to supervise children around water. Among children ages 1 to 4 years-old, most drownings occur in residential swimming pools. Most young children who drowned in pools were last seen in their home, had been out of sight for less than five minutes and were in the care of one or both parents at the time, according to the Centers for Disease Control and Prevention.

Every day two children in America aged 14 and younger die from unintentional drowning according to the CDC. Drowning is the second leading cause of death for children ages 1 to 14 years.

For every child who dies from drowning, another four receive emergency department care for injuries resulting from their near-fatal drowning. Nonfatal drowning can cause brain damage that may result in long-term disabilities including memory problems, learning disabilities, and a permanent loss of basic functioning.

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